

Dear Smoker:

While you are waiting to be interviewed, please answer the following questions about Players cigarettes. For each question please check one answer only.

1. First, I'd like you to think about your regular brand of cigarettes. What I would like to know is your overall opinion of them. Overall, how would you rate them? Would you say your regular brand is... (READ LIST)?

Excellent..... ()
Very good..... ()
Good..... ()
Fair, or..... ()
Poor..... ()

2. Now using the same scale, I would like your overall opinion of Players. Overall, how would you rate them? Would you say Players is...

Excellent..... ()
Very good..... ()
Good..... ()
Fair, or..... ()
Poor..... ()

3. And, what is your impression of Players taste? Did you think Players was:

Very mild tasting..... ()
Mild tasting..... ()
Average tasting..... ()
Strong tasting, or..... ()
Very strong tasting.... ()

4. And, how did you like the taste? Did you:

Like it very much..... ()
Like it slightly..... ()
Neither like nor dislike it..... ()
Dislike it slightly, or..... ()
Dislike it very much..... ()

5. And, what about the tar level. Do you think Players is:

Very low in tar..... ()
Low in tar..... ()
About average..... ()
Slightly above average, or..... ()
High in tar..... ()

6. Now that you've tried them, how likely would you be to buy Players cigarettes? Would you...

Definitely buy them..... ()
Probably buy them..... ()
Might or might not buy them..... ()
Probably not buy them, or..... ()
Definitely not buy them..... ()

7. I would now like to find out how Players cigarettes compare to your regular brand of cigarettes. Would you say Players is...

Much better than your regular
brand..... ()
Slightly better..... ()
About the same..... ()
Slightly poorer, or..... ()
Much worse than your regular
brand..... ()

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